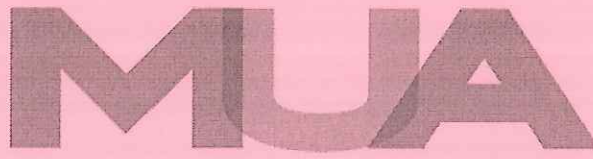


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CERTIFICATE UNIVERSITY EXAMINATIONS  
SCHOOL OF MANAGEMENT AND LEADERSHIP  
CERTIFICATE IN PROJECT MANAGEMENT

CPM 102: CONCEPT OF RESOURCE MOBILIZATION

DATE: 7<sup>TH</sup> AUGUST 2018

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

**DOMESTIC RESOURCE MOBILIZATION IN ETHIOPIAN ECONOMY**

The major factor behind low public saving is the fact that the tax effort of the country has been very low. Taking inter period/regime comparison, Ethiopia's tax effort has been low and in fact has been declining in the recent past years. The tax effort was expected to improve given that the post-1992 growth performance is by far greater than the pre-1992 period. Particularly the performance of direct taxes has been low throughout the study period. Despite the rapidly increasing resource flow to the private sector, in terms of credit and tax exemptions, business profit tax has remained low, which may indicate the fact that there is large tax evasion in the country's business community.

**Required:**

- a) From the case study, explain the factors that may contribute to the drop on the Ethiopia domestic resources. (5 marks)
  
- b) Explain what a proposal is and what it should entail when seeking for funding. (5 marks)
  
- c) Highlight the role of media in fundraising (3 marks)
  
- d) Define the following terms: (5 marks)
  - i. Donor Psychology
  - ii. Project proposal
  - iii. Resource mobilization
  - iv. Fundraising
  - v. Event organization
  
- e) State and explain two role stakeholders can play in resource mobilization process. (4 marks )
  
- f) State and explain four steps in the process of resource mobilization (8 marks)

**QUESTION TWO**

Highlight and explain challenges faced in resource mobilization (10 marks)

**QUESTION THREE**

State and explain the importance of fundraising to nonprofit organizations. (10 marks)

**QUESTION FOUR**

Using your organization as an example, discuss the various challenges faced during event organization. (10 marks)

**QUESTION FIVE.**

In event organization there are crucial principles to be consider, state and explain five principles of event organization. (10 marks)

**QUESTION SIX.**

- a) Writing a project proposal is a challenging task; discuss the various challenges which may be encountered when writing a project proposal. ( 6 marks )
- b) Explain two types of partnership in resource mobilization ( 4 marks )

